

CLAIMS

1. An in-contents advertising method, wherein advertisement information
provided beforehand is included in contents, based on information contained within
5 contents indicating that advertisements may be inserted within said contents.

2. An in-contents advertising server wherein advertisement information is
inserted in contents, based on specifications of the advertiser, and information
contained within contents indicating that advertisements may be inserted.
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3. A program transferring medium for realizing in-contents advertisements by
obtaining advertisement information appropriated beforehand to contents, at the time
of activation of said contents, and inserting said advertisement information in said
contents, based on information contained within contents indicating that
15 advertisements may be inserted.

4. A digital contents distribution system for realizing in-contents advertisements,
said distribution system comprising:

a digital contents distribution system comprising a first server storing a
20 plurality of digital contents to be provided;

an advertisement information providing system comprising a database
storing advertisement information which is to be set in advertisement areas in said
digital contents; and

a plurality of user terminal devices;
25 wherein, in response to download requests for specific digital contents from
said users, said digital contents distribution system receives advertisement
information corresponding to said specific digital contents from said database of said

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and wherein said advertisement creating system provides said advertisement information providing system with advertisement information created based on said advertisement structure information and specified information from the advertiser.

11. A digital contents distribution system according to Claims 4 or 5, wherein said digital contents data contains advertisement programs, with said advertisement information being set into said digital contents by said advertisement programs.

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12. A digital contents providing system comprising a plurality of servers storing digital contents, wherein said digital contents providing system configures an advertisement information providing system having a database storing advertisement information to be set into advertising areas within said digital contents, and a

10 network; and

wherein, in response to download requests for specific digital contents from said users, said digital contents distribution system receives advertisement information corresponding to said specific digital contents from said database, and distributes said advertisement information along with said requested digital contents.

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